

Children's Centre Annual Performance Management Report

2009/ 2010

Understanding the data

When comparing the performance of individual children's centres, the following factors must be taken into consideration:

Presentation of Reports

Unless otherwise stated, all graphs are presented by Area and then by Budget allocation (starting with the largest budget on the left).

Budgets

The budgets allocated for each individual centre for 2010-2011 vary from £160K to £320K. The budget allocation formula takes into account the number of 0-5 year olds living in the reach area, deprivation score (see below), rurality and premises costs.

Size of centre – reach and deprivation

The population of each reach area can vary between 300 to 1400 children aged 0-5 years. For some centres, their reach includes populations living in 30% Super Output Areas i.e. the children living where deprivation factors are the 30% most deprived nationally.

Phase

The 48 Children's Centres development has been phased: The Ark and Tree House opened in 2002, the other eight phase 1 centres opened in 2006, phase 2 opened in 2008 and phase 3 in 2010. Where appropriate, data has been broken down by Phase to enable a comparison between Centres that have been open a similar amount of time.

Staffing

The staffing structure and numbers of staff varies between centres and is dependant on their budget allocation e.g. the staff team at Kirkley Children's Centre will be twice the size of the team at Jigsaw Children's Centre because they have twice the budget.

Reach / Volume

Some data is broken down by Reach and Volume. Reach is the number of different people and volume is the total number through the door.
ie a family attends a Centre 5 times in one month. The reach is 1 but the volume is 5.

Data Sources

Child population data source: Jan 2008 Health Data from SCC Research & Intelligence Team

Fathers population: SCC Early Years and Childcare Team

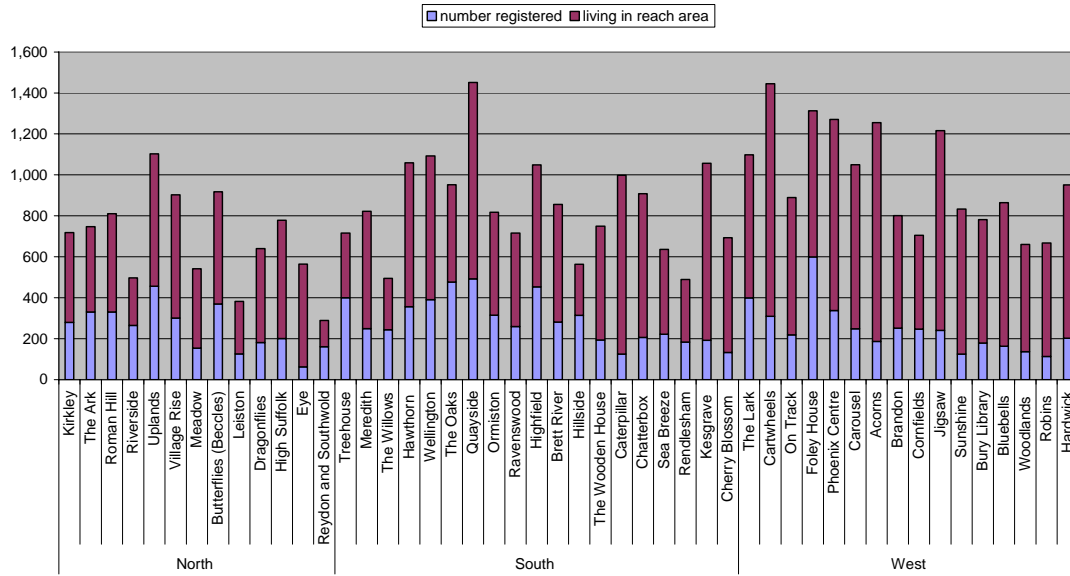
Teenage parents: Teenage conception rates 2005 - 2007(ECM website)

Scales

Note that different graphs have different scales dependent on the volume of data being reported on.

Graph 1

Number of children living in the reach area and the number of those children registered at a Centre in Suffolk



Explanation of graph

The above graph shows the number of children living in each reach area and the number of those children who are registered at a Centre in Suffolk.

Example. Kirkley have just over 700 children aged 0-5yrs who live in their reach area. Of those 700, nearly 300 are registered at a Centre in Suffolk.

Expectation

We would expect families with children aged 0-5 to be registered with a Children’s Centre. (They do not have to register at the Centre in whose reach area they live). Each family should only be registered at one Centre (the first one they attend), but they are able to access multiple Centres for events.

Rural Centres with large reach areas will find it more difficult to reach families, where as urban Centres would be expected to have a higher % of families registered.

Key Points

Phase 3 Centres would be expected to have a lower registration rate than Phase 1 and 2 Centres.

Centres with high registration rates (% of their total child reach population registered) are:

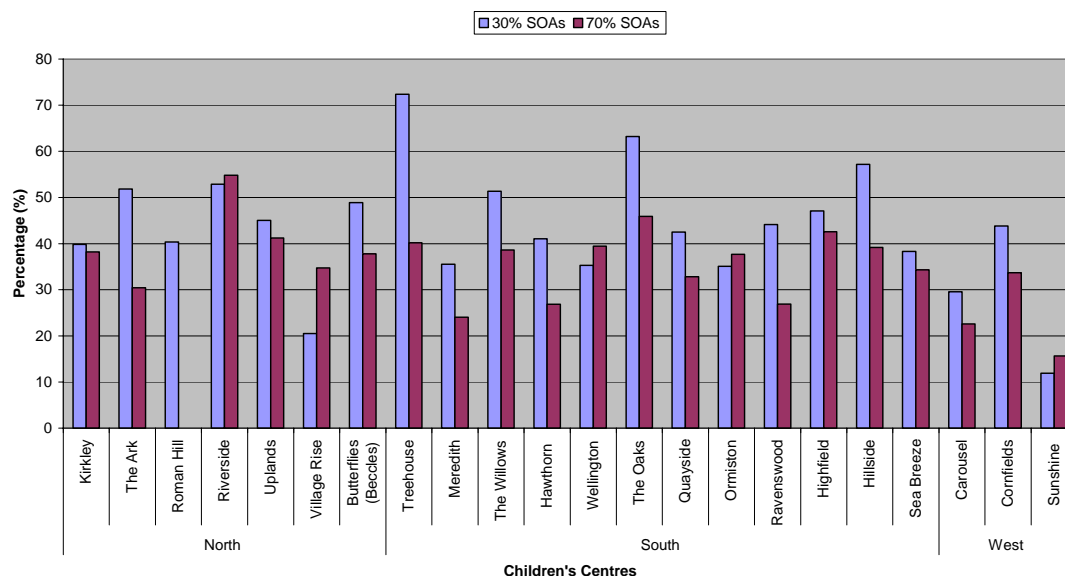
- Treehouse 56%
- Reydon and Southwold 56%
- Hillside 56%

Centres with low registration rates (% of their total child reach population registered) are:

- Acorns 15%
- Jigsaw 20%
- Cartwheels 23%

Graph 2

Percentage of children registered in each reach area broken down by if they live in the reach area 30% or 70% SOA's



Explanation of graph

The above chart shows Centres who have 30% SOAs in their reach area. The data breaks down the number of children registered by whether they are from a 30% or a 70% SOA. The aim of this is to see if Centres are in contact with families living in the most disadvantaged areas.

Example: Kirkley has both 30% and 70% SOAs (as there is a blue bar and a purple bar). Nearly 40% of the children who live in the Kirkley 30% most deprived areas and just under 40% of the children who live in the Kirkley 70% areas have registered at a Centre in Suffolk.

Expectation

We would expect Children's Centres to have registered families from both 30% and 70% SOAs. Children who live in the most deprived areas (30%) remain a priority.

Key Points

The above graph shows that for those Centres that have 30% SOAs, in general, the Centres are registering more children from the 30% rather than the 70% areas which is encouraging.

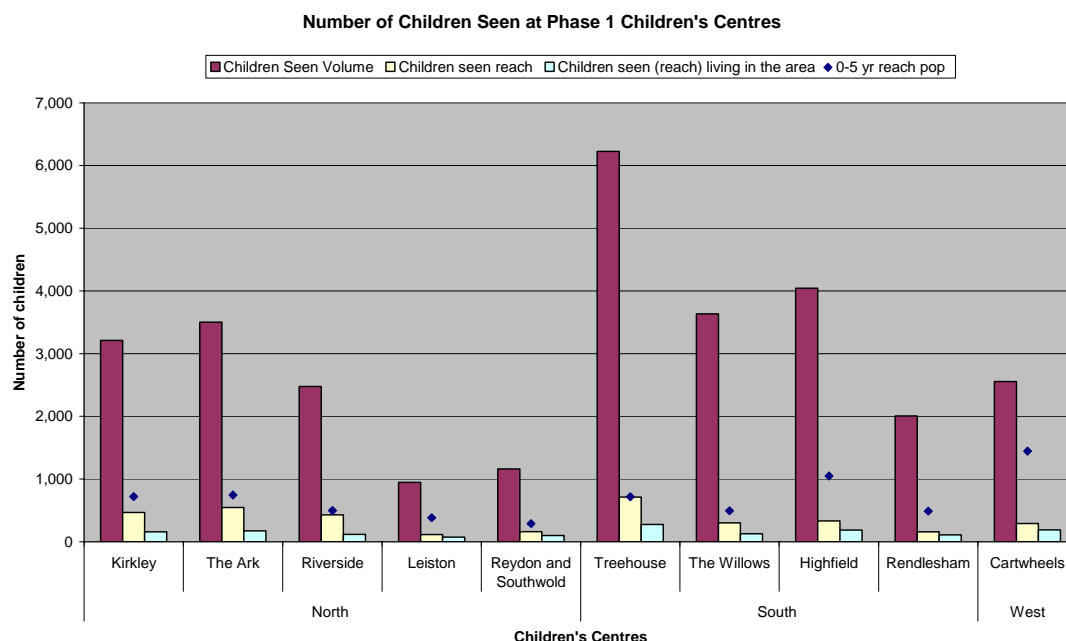
Centres that are registering the highest number of children from 30% SOA's are:

Treehouse	72%
The Oaks	63%
Hillside	57%

Centres that have registered the lowest number of children from their 30% SOA's are:

Sunshine	12%
Village Rise	20%
Carousel	30%

Graph 3



Explanation

The above graph is for Phase 1 Children’s Centres. It shows the total number of children through the door who have attended the Children’s Centre (red bar), the total number of different children who have attended the Centre (yellow bar) and the number of children who have attended the Centre who live in that Centre’s reach area (turquoise bar). To provide a context for this data, the number of children living in that Centre’s reach area has also been provided (blue dot).

Example: Treehouse has nearly 800 0-5 yr olds living in its reach area. During 2009/2010, Treehouse saw just over 700 different children. Of the 700 children that attended Treehouse, 270 live in the reach area. Of the 700 children that attended Treehouse, they had over 6000 contacts between them – averaging approx 8-9 visits per child.

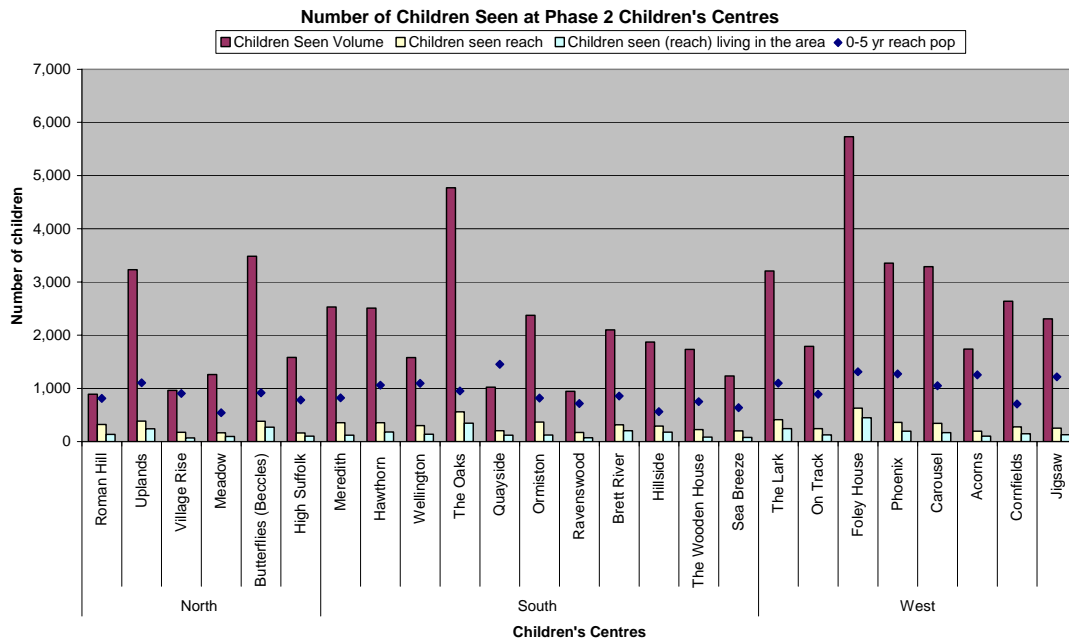
Expectation

We would expect that where it is evident that a relatively small number of children are attending on many occasions that these children are from targeted groups – whether they are vulnerable groups or families from 30% most deprived wards. Families do not have to access their reach area Centre.

Key Points

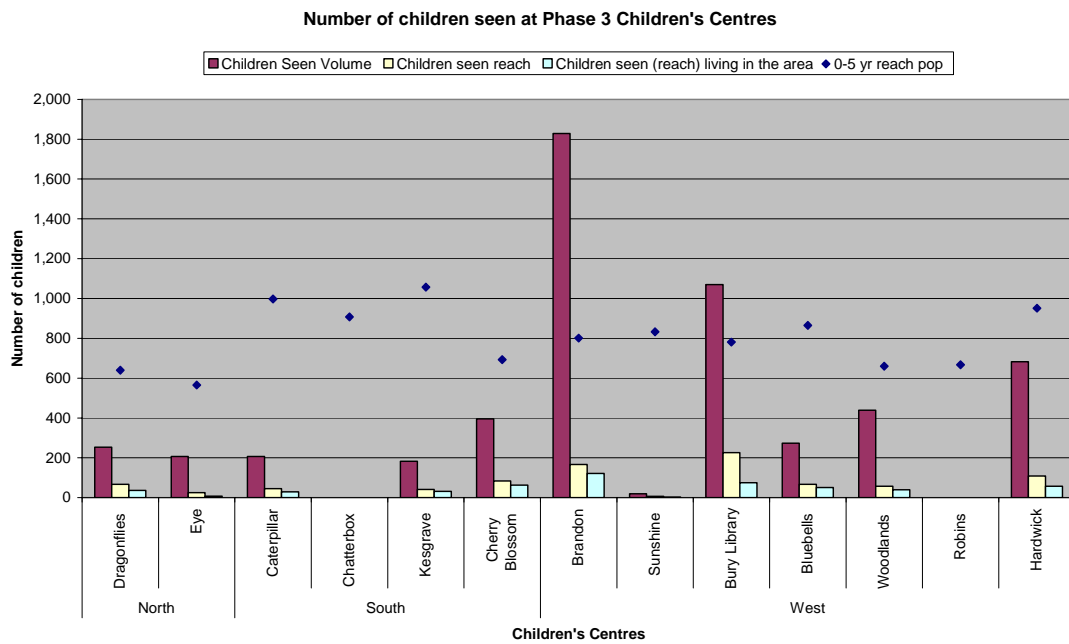
Provided after Graph 5.

Graph 4



The above graph is for Phase 2 Children's Centres. Explanation as per Graph 3.

Graph 5



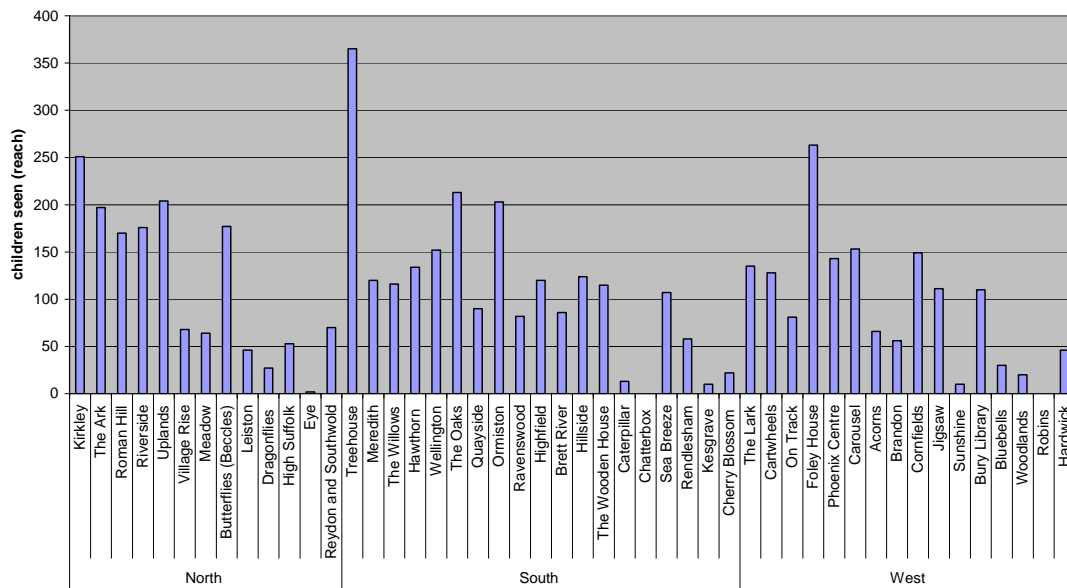
The above graph is for Phase 3 Children's Centres. Explanation as per Graph 3.

Key Points

Phase 1 and 2 Centres show there is a high volume of activity indicating a large capacity.

Graph 6

The number of children under 1yr seen by Children's Centre



Explanation of graph

The above graph focuses on the under 1yr olds as they should be a key target group for Children's Centres.

The data shows the number of 1yr olds who have accessed a service from the Centre in the past year.

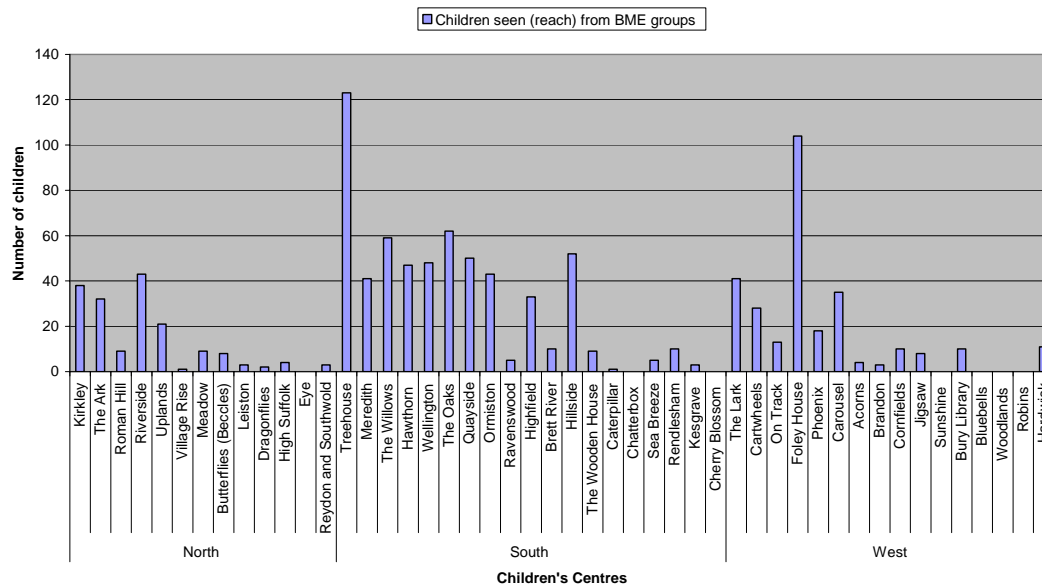
Note: The baseline number of 1 years olds registered has been removed for the purpose of the annual report; as the eStart report would not identify the same cohort of children that the above graph refers to.

Key Points

Currently, the EYC team does not have access to new birth data, availability of this data would assist Centres in directly contacting newborns in their area and at the same time would help in measuring performance of Centres in reaching under 1yr olds.

Graph 7

Number of children seen (reach) from Black and Minority Ethnic (BME) groups



Explanation of graph

The above graph shows the number of children from a Black and Minority Ethnic (BME) background that have been seen by a Children's Centre. Centres that have a higher number of children from BME groups are The Willows, Lark, Chatterbox, Ormiston, Treehouse, Quayside, Hillside and Wellington. Centres that have a low number of BME are The Ark, High Suffolk, Robins, Rendlesham, Bluebells, Leiston and Meadow.

As part of the annual Children's Centre Self Evaluation Form, Centres are required to report on the number of BME children they have seen.

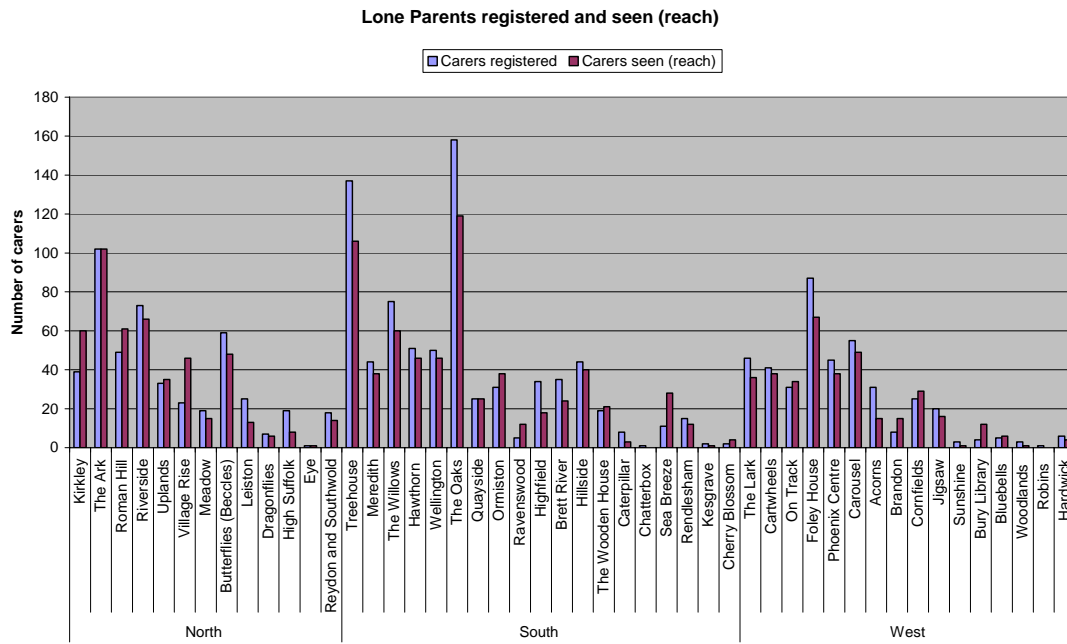
Expectation

We would expect Children's Centres that cover reach area's with a higher percentage of Black and Minority Ethnic groups (BME) to have seen a higher number of BME children.

Key Points

The Oaks and Foley House do not have high BME populations but they have engaged a high number of BME children in their services.

Graph 8



Explanation of graph

The above chart shows the number of lone parents who have registered and been seen by a Children’s Centre.

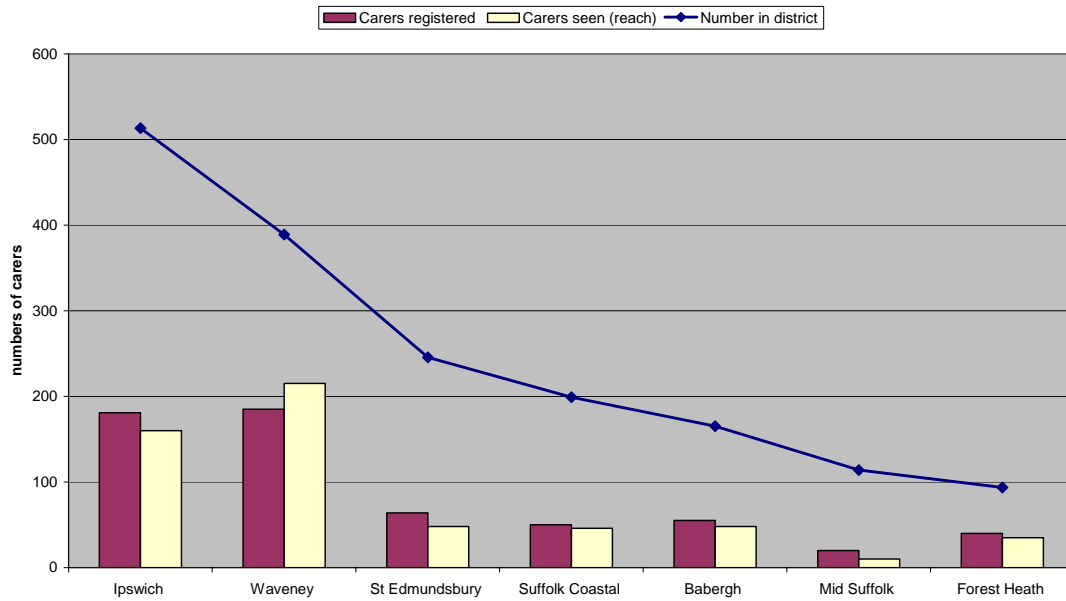
As part of the annual Children’s Centre Self Evaluation Form, Centres are required to report on the number of Lone Parents they have seen.

Expectation

Over the course of a year we would expect that a Centre had either seen all the Lone Parents who are registered with them or that the Centre had at least made contact with the family.

Graph 9

Teenage parents registered and seen (reach) plotted against the baseline number by district



Explanation of graph

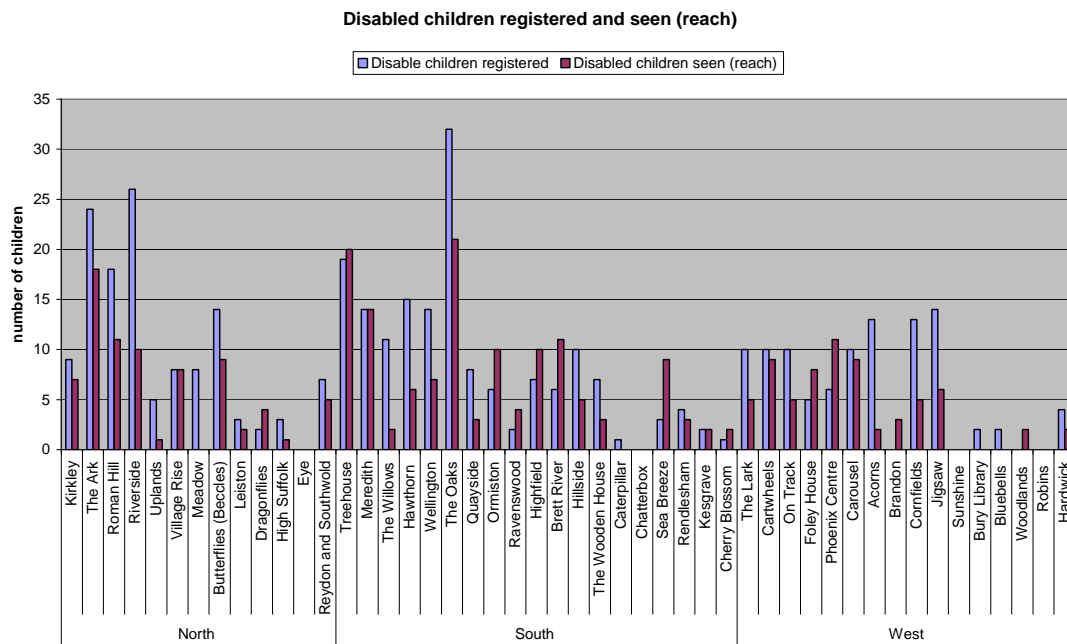
The above chart shows the number of Teenage parents who have registered and been seen by District.

As part of the annual Children's Centre Self Evaluation Form, Centres are required to report on the number of Teenage Parents they have seen.

Expectation

Over the course of a year we would expect that a Centre had either seen all the Teenage Parents who are registered with them or that the Centre had at least made contact with the family.

Graph 10



Explanation of graph

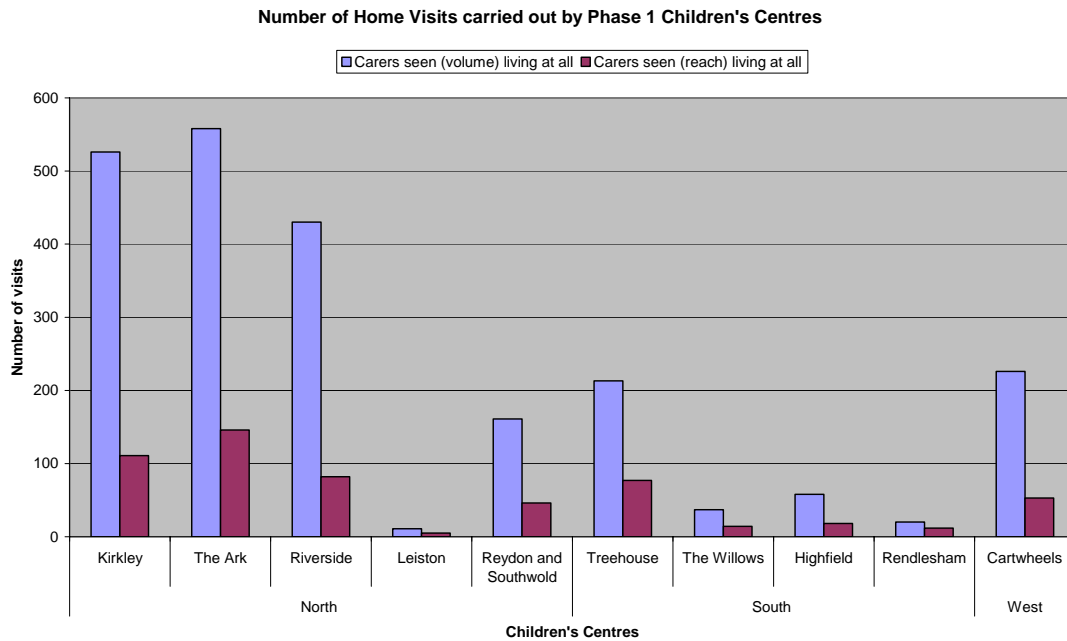
The above graph shows the number of disabled children who have been seen by Children’s Centre and the number registered.

As part of the annual Children’s Centre Self Evaluation Form, Centres are required to report on the number of disabled children they have seen.

Expectation

Over the course of a year we would expect that either a Centre had seen all the children who are registered with them who have a disability or that the Centre had at least made contact to assess whether the family required any support.

Graph 11



Explanation of graph

The above graph shows the number of parents / carers (volume and reach) who have received a Home Visit by a Phase 1 Children's Centre.

Example. Cartwheels had over 200 Home Visit contacts with parents/ carers. They have seen approx 50 different parents indicating that people are receiving on average 4 visits.

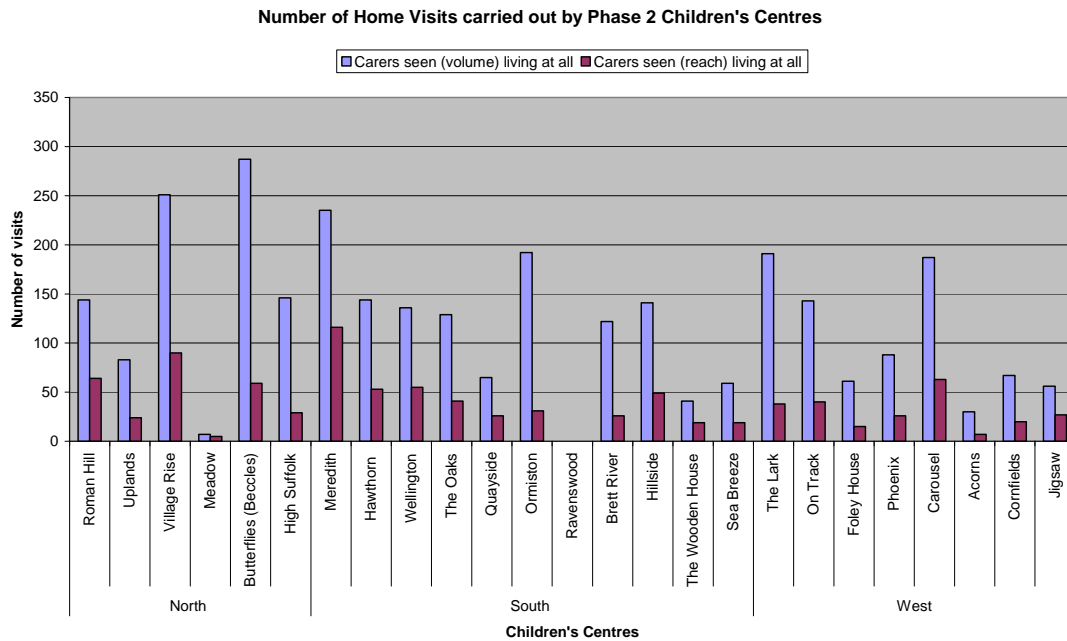
Expectation

We would expect Children's Centres with larger budgets to have the capacity to deliver more home visits. It may be useful to cross reference this report with the reach reports (number of children seen volume) as this also indicates the capacity of the Centres.

Key points

The analysis is after Graph 13

Graph 12



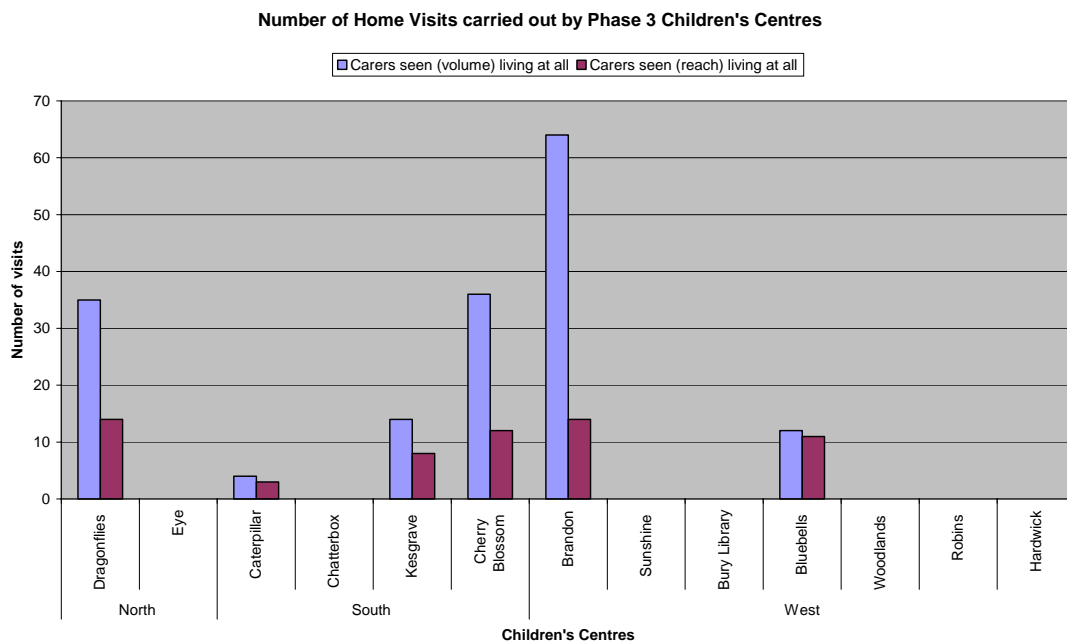
Explanation of graph

The above graph shows the number of parents / carers (volume and reach) who have received a Home Visit by a Phase 2 Children's Centre.

Key points

The analysis is after Graph 13

Graph 13



Explanation of graph

The above graph shows the number of parents / carers (volume and reach) who have received a Home Visit by a Phase 3 Children's Centre.

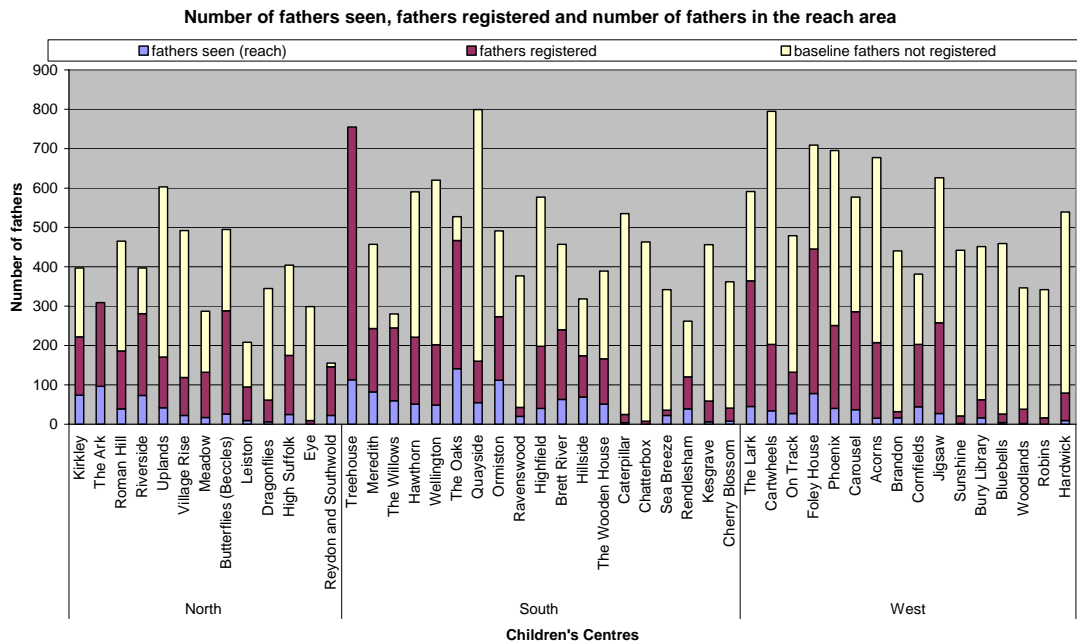
Key points

In Phase 1 Centres, Northern Area Centres are carrying out more Home Visits than the Southern Area Centres (with the exception of Leiston which is showing a relatively low number of Home Visits).

In Phase 2 Centres, the Southern Centres are carrying out more Home Visits than Phase 1 Southern Centres.

In the West, Foley House might be expected to have a higher number of Home Visiting activity given the high number of children it sees (Graph 4). Carousel appears to carry out a high number of Home Visits in relation to their budget.

Graph 14



Explanation of graph

The above graph shows the engagement of fathers in Children’s Centres. It shows the number of fathers in the reach area (yellow bar), the number of fathers who have registered (red bar) and the number of fathers who have attended a Centre activity (blue).

In general, it is the mother who completes the registration form at the Centre and she puts dad’s name on the form. This explains why there are a high number of fathers who are registered but have not engaged with the Centre. However the fact that the Centres have fathers’ contact details means that they could contact them and invite them to groups.

Example. There are 800 fathers living in the Quayside reach area. Approximately 160 fathers are registered with Quayside. Quayside have seen approximately 55 different fathers.

As part of the annual Children’s Centre Self Evaluation Form, Centres are required to report on the number of fathers they have seen.

Expectation

We would hope that the Children’s Centre would be contacting fathers who are registered and planning services to meet their needs.

Key points

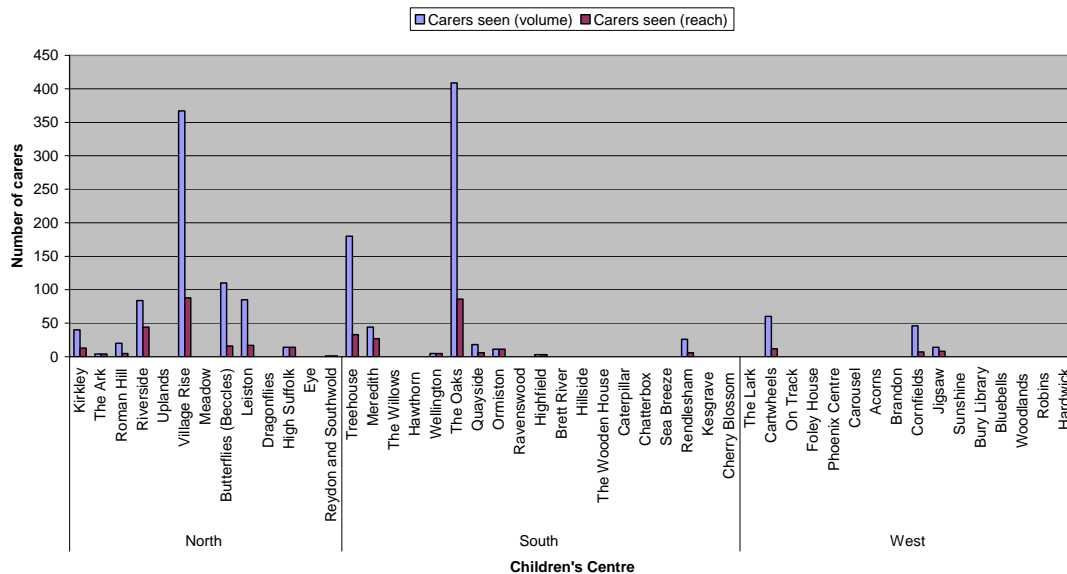
Orminster have seen 41% of their registered fathers which is good given their high reach area population. (They have registered 56% of the fathers in their reach area).

Acorns have only seen 7% of their registered fathers which is relatively low given their high reach area. (They have only registered 31% of the fathers in their reach area).

Treehouse, Willows and Oaks have all registered a high % of fathers in their reach.

Graph 15

Number of carers seen at an event that is categorised as Job Centre Plus and Adult Learning



Explanation of graph

Centres have a requirement to work with Job Centre Plus. There are also economic related data sets available to Centres that they should consider when targeting work with families, such as data on the number of workless households in their reach area and the EYFS data analysis which showed that children who were in receipt of free school meals achieved lower scores.

When Centres record their Event attendances in the database, they are required to choose an appropriate classification for that event. All events relating to Job Centre Plus and Adult Learning have been reported on to show the number of parents/ carers seen (volume and reach).

Example. The Oaks have had over 400 contacts with parents/carers in events relating to Job Centre Plus and Adult Learning. Nearly 90 different people have accessed these events.

Expectation

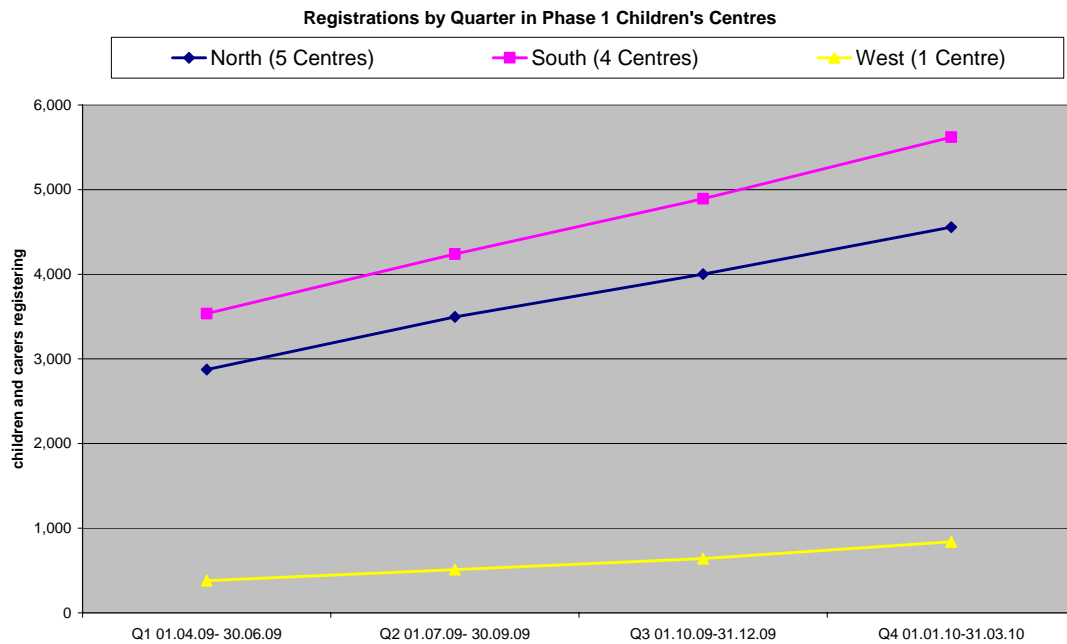
We would expect Centres with larger budgets to provide more adult learning support. We would also expect to see volume to be significantly higher than reach to take into account people attending courses.

Key points

In general, numbers are very low. This could reflect the use of eStart or the low amount of Job Centres Plus and Adult Learning activity in the Centres. Centre Managers need to ensure services are being delivered and recorded.

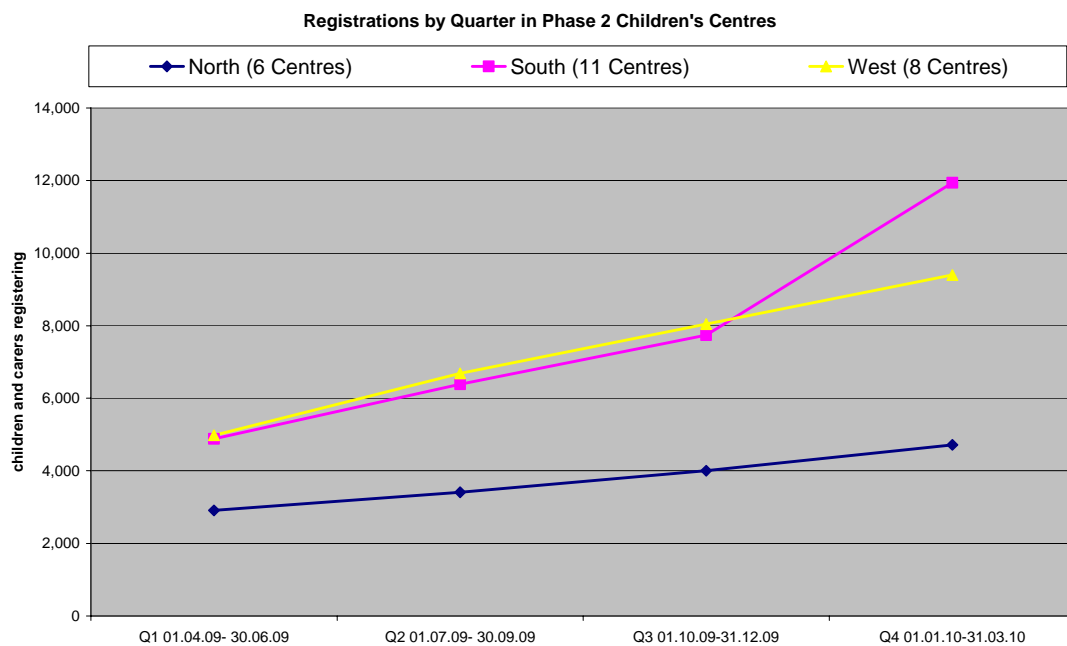
Graph 16

Note that Graphs 16-18 are not comparisons as each Area includes a different number of Centres.



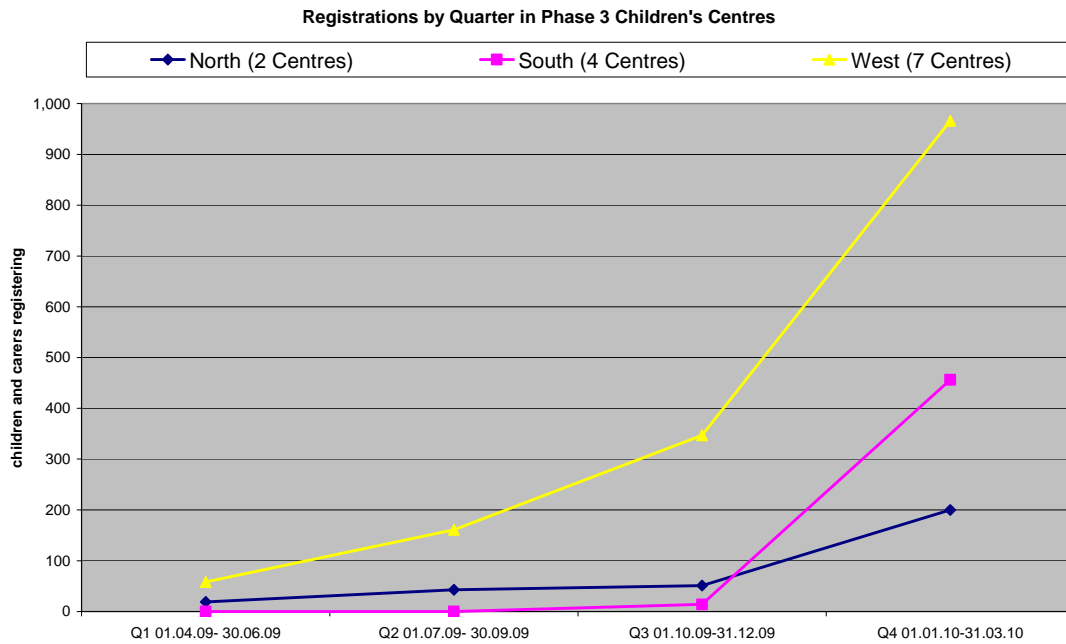
This shows the cumulative number of registrations in Phase 1 Children's Centres between April 09 and Mar 10 by area. The Western area has smaller number because only 1 centre was opened in the West in phase 1.

Graph 17



This shows the cumulative number of registrations in Phase 2 Children's Centres between April 09 and Mar 10 by area.

Graph 18



This shows the cumulative number of registrations in Phase 3 Children's Centres between April 09 and Mar 10 by area.

Key points

The trend line for Phase 3 Centres reflects the opening of the Centres. The graph also shows that the Phase 3 Centres are attracting and registering families who have not previously engaged with a Phase 1 or Phase 2 Centre.